



37th ANNIVERSARY

THE T. EATON CO LIMITED

Contacts

JULY 15, 1942

YOU NEED THIS COMBINATION!

Bonds and Certificates
will provide money for
future needs

EATON Life Insurance
will provide in case of
premature death



"It's Easy to Pay—The **EATON** Way"



THE T. EATON LIFE ASSURANCE COMPANY

Seventh Floor - - - Hargrave Street

CONTACTS

Published by **T. EATON CO.** LIMITED of Winnipeg, Manitoba, for distribution to the Co-workers of the Organization.

Editor: W. E. C. HURLBURT

Vol. 16

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No. 2

Results of the "Vogue" and "House and Garden" Homefurnishings Contests, 1942

The results of the **Vogue Contest** have turned out very well this year. Of course, some stepped out before reaching their goal, and this is to be regretted. However, those who finished—a total of no less than fifty-three—have acquired considerable worth-while information—useful in some instances not only today, but on through the years, and they have the added satisfaction of having finished what they started.

The winners of the one year subscription to **Vogue** are as follows:

Ready-to-Wear Group—Mrs. G. Henry, department 218.

Accessory Group—Miss M. J. Reid, department 208. (Miss Reid had the highest total marks in the contest.)

Miscellaneous Group—Miss A. Davidson, department 205.

In each group the person or persons coming closest to the above winners are as follows:

Ready-to-Wear Group—Here we have two with the same total marks: Miss P. Cooper, department 217; Miss M. E. Jenkins, department 252.

Accessory Group—Mr. H. Bell, department 220.

Miscellaneous Group—Here again we have two with the same total marks: Miss E. Curry, department 291; Miss M. Chittick, department 208, office.

Six departments had sufficient contestants to award a prize or prizes to their respective department winners. These departments were 217, 218, 219 and 252 in the ready-to-wear group; and 204 and 208 in the accessory group. Thus the two who stood second in the ready-to-wear group, Miss P. Cooper and Miss M. E. Jenkins, took first prize in their own department groups. Miss M. McConnell, department 217, took second prize in her department. Mrs. Henry was first both in the ready-to-wear group and in her own department.

Miss Reid was also first in her department as well as first in the whole contest and first in the accessory group, with Miss I. MacAlpine second in department 208 and Miss M. Chittick third. Miss G. Grant, department 204, was first in her department, with Miss Donna Morrison



Top left:
Miss
M. J.
Reid

Top right:
Miss A.
Davidson

Mr. D. Foster

second. Miss H. Karlson was first in 219 department, with Miss E. Scott a very close second—only two marks between them.

The winner of the one year subscription to **House and Garden** in the **Homefurnishings Contest** is Mr. D. Foster, department 225, with Mr. A. Johanneson, of the same department, as the runner-up.

A breakfast party was held in the grill room on June 3rd to celebrate the completion of these two contests. Subscription prizes for **Vogue** were presented by Mr. R. Jenkins, and for **House and Garden** by Mr. F. Carpenter. Some department prize presentations were also made by several department managers at this time, while others were made in separate gatherings of the various departments.

All in all, the competition must be deemed a conspicuous success, and not merely the prize winners but every one of the contestants found it very interesting as well as of considerable all-round educational value.

—M. Kerr.

Miss Louise Bode, Sales Audit, Celebrates 35th Anniversary

At 8 o'clock on Friday morning, June 5th, some sixty sales audit gals, with a sprinkling of mere males, sat in the grill room hungrily sniffing the delicious, appetizing (but alas! distant) smell of bacon and eggs, Mayfair coffee and golden toast. At 8.10 a little lady bustled in, her face all lit up with happy surprise. For a surprise it was to Louise Bode, sales audit, who thought she was coming to a "two-some" breakfast with a friend in honour of her 35th Anniversary with **EATON'S**.

A slight, erect figure, she took her place as guest of honour amid a ripple of applause—then, in cultured English tones, apologized to the chairman for "being late." Mr. Rod Anderton, head of department, as chairman, extended to Miss Bode the congratulations of all present.

Mr. Bob Hutton then took the floor and, after a bit of Huttonese humour, paid an eloquent tribute to Miss Bode, stressing "her loyalty to the Crown, to Canada, the Company . . . her sympathy and kindness to others." A lovely gesture then followed when a bouquet of flowers was presented to Miss Bode by the department's youngest member in point of service—Miss Inga Flintberg.

"You have served the Company most faithfully," said Mr. B. C. Scrivener in extending the Company's thanks to Miss Bode for her services and his own personal congratulations. "Miss Bode," he added, "has set an example to others with her fine loyalty, her kindness and devotion." On behalf of her departmental associates he then presented her with a handsome pen and pencil set as a token of their affection.

* * *

"I Remember . . ."

Deeply affected, Miss Bode expressed her thanks for the gift and "all the nice things said about her." Reminiscing, she recalled her early days when on the grocery staff. There were also references to the late Mr. Gilroy and other staff members of long ago. "I remember when sugar was 21 lbs. for a dollar. I remember the old-time bargain day crowds—the Great War years—the two-minute silence—the call to prayer," said Miss Bode.

Louise Bode came to **EATON'S** from London, England, on June 5th, 1907. She spent the first 19 years of her service with the grocery department, transferring to the sales audit in 1926. A general favourite with her associates, Miss Bode's leisure hours are taken up with sick visiting and church activities. All her many acts of kindness to others will never be known.



Top Left—Miss Bode is congratulated by Miss Matheson.

Top Right—Inga Flintberg presents Miss Bode with a bouquet.

Lower Left—"I remember" . . . Miss Bode recalls early years in the store. Mr. Rod Anderton and Miss Rose Crawley at her left—at extreme right can be seen Miss Grace Birkett.

Lower Right—Mr. Bob Hutton was in great form.

Incidentally, at the head table we counted 155 years of **EATON** service among five members of 105 department: Miss Bode, 35 years; Miss Birkett, 32 years; Miss Crowell, 32 years; Mr. Hutton, 30 years; Mr. Anderton, 26 years.

Section Officer Frances Douglas Writes from Ottawa

In a letter to one of her former fellow workers in the city advertising office, Section Officer Frances Douglas, R.C.A.F., gives this revealing glimpse of her activities in the capital:

June 8th—Today I am out in my Summer uniform—the first that ever burst upon Ottawa, and probably the first that ever burst at its seams. Looks just like my old ones. Wednesday am off on a tour of stations in western Ontario. This afternoon I give a lecture to recruiting officers—all out of the same administrative group as myself, so it is a harrowing prospect!

The weather is divine, after a lot of rain, and our current dwelling is so pleasant, I weep to part with it. Yellow roses at the gate, poppies, bridal wreath, iris, peonies—kittens in the barn, a nice farm collie, cows, chickens.

Mr. Walter Jackson 45 Years With EATON'S



In about every issue of "Contacts" we tell of men and women who have been 25, 30, yes, even 35 years with the store. Occasionally (very occasionally!) a 40-year celebration bobs up. But 45 years of continuous service—that's a rarity indeed. Such, however, is the proud record of Mr. Walter Jackson, department 270 (children's shoes), who, as far back as July 15th, 1897, was put in charge of the display section in the millinery stock-room of our Toronto store by none other than our own Mr. H. M. Tucker, who was then Toronto millinery buyer. Mr. Jackson, after a brief sojourn amid the hats, was transferred to the shoe department under Mr. Ecclestone, remaining there until 1911. Then, seeking a beneficial change for his parents' health, he moved to Winnipeg and, naturally, gravitated to the shoe department, serving successively under Messrs. McTavish, Caldwell, Locke, Wood and now Mr. W. Thomson.

He has always been particularly keen about fitting the boys and girls and has been with the children's department ever since it became a separate section. He is proud, too, of the fact that many who remember how well he fitted them when they were boys and girls came back, in later years, with their own youngsters—insisting on having him and no other to do the fitting!

With the care he takes in fitting everyone, and with more than two decades in the business, it follows that Mr. Jackson has a very large personal following. And here, it should be added, his quiet, unobtrusive manner and uniform patience are assets that have clinched many a sale. When "Contacts" reporter asked for personal details, he replied with a smile that had finality in it, "No, nothing interesting to report." From one who knows him well, however, we have it that he is a dyed-in-the-wool ball fan—and not only enjoys the big games but is an ardent supporter of our EATON leagues, both soft ball and hard ball. That he is a popular figure in his own department and throughout the store goes without saying. All his many EATON friends join in wishing him "Many happy returns!"

* * * * *

Fire Chief and Eatonian for 35 Years



Born at Truro, Cornwall, England, and educated at Sherburn school, Mr. Edward A. Dixon came to Canada in 1907 and at once started to work for the T. EATON Company, Limited in Winnipeg. After various periods ranging from a few weeks to several years with departments 23, 132, 133, 109 and 130, he finally transferred, in 1913, to department 155 (fire protection) and has been with that department ever since. Of a retiring disposition, Mr. Dixon has little to say about his private life or his personal tastes. Obviously, fire protection is his hobby as well as his job. About THAT he doesn't mind talking at length—but not in any boastful fashion. In fact, you would never know by talking to HIM that the present high state of efficiency of the EATON store brigade is very largely due to him. That, however, is the

case . . . and we should judge that not a little of his success is due to the fact that he knows how to get enthusiastic co-operation from others. His recipe is simple—he GIVES others his help whenever it is needed, and gets it right back from them when HE needs it. Looks like he's GOT something there! So here's a salute to our genial fire chief . . . may his alarms always be routine calls, and may he have many happy years ahead! Such is the toast of old friends and new.

* * * * *

Mr. Fred H. Martin 35 Years With EATON'S

Born at Catworth, Huntingdonshire, England, and brought up in the university town of Cambridge, Mr. Martin first started working for EATON'S, Winnipeg, in 1907, in the china packing department. He was soon transferred to department 218, working under Mr. O. B. Earle and Mr. N. E. South. When the juvenile department was created he was transferred to this section, under Mr. O. B. Earle and Mr. W. K. Charge. Three years later he was transferred to department 17, under Mr. Neil Cook. Now he is assistant to Mr. J. W. MacKenzie in departments 16 (mail order furs) and 17 (women's and misses' suits and coats, mail order) under Mr. N. Taylor and Mr. E. H. Lee.



He is the father of four boys, two of whom are with the R.C.A.F. An active church worker for many years, he is on the board of management of St. Patrick's Anglican Church. As we write this he is enjoying an extended holiday at his summer home at Whytewold. Known to everybody as Fred, he is loyal, conscientious, hard-working—one of the "solid" type—and everyone wishes him many more years of service to the Company. Incidentally, the garment departments plan to celebrate his 35 years with EATON'S in fitting fashion when he gets back to the city.



Our Ambassadors Are Busy People

In our limited space we can't cover ALL their activities, but here are some of the highlights. During the past six months they have been responsible for some really fine merchandise displays, in the Donald Street Annex and the time offices. A typical example is the very attractive china setting which was shown in the mail order time office and which is pictured above.

Mr. R. Hutton, sales audit, gave the Ambassadors an interesting and informative talk on the life of Mr. Timothy Eaton. Miss Kerr addressed them on the care and handling of rayon materials. Department 226 held meetings on the care of curtains and draperies. Mr. Collins, men's furnishings, with the help of his Ambassadors, addressed a meeting on the care of shirts, hosiery and gloves. The object of all three meetings was to acquaint the staff with the merchandise they are selling during wartime, and all of them proved most interesting and valuable. In this connection, watch for the new column which will appear in "Contacts" and which will be sponsored by your Ambassador—it will contain news and information of value to everyone.

Thirty Years With EATON'S

The five Eatonians listed below have been thirty years with the Company and, besides receiving congratulations from their many friends, will enjoy the three weeks' holiday which is the pleasant way the Company has of marking their long and faithful service.

1. Mr. William J. Seal, men's and boys' furnishings, mail order—June 17th.
2. Mr. Ernest W. Bolster, mail order packing—June 19th.
3. Mr. John Slater, men's shoe department, mail order—June 20th.
4. Mr. Ralph D. Keough, mail order complaints—June 24th.
5. Mr. Alexander Stevenson, mail order exchange—June 27th.

Thirty-five Years With EATON'S

1. Miss L. Bode, C.O.D. clerical department—June 5th.
2. Miss E. Welham, mail order copying—June 24th.
3. Mr. S. Warren, customs and transportation—June 24th. (Retired.)
4. Mr. E. A. Dixon, fire protection department—June 28th.

ROOM FOR DOUBT

Defence Attorney—"Are you sure this is the man who stole your car?"

Bewildered Plaintiff—"I used to think so before you began—but, now, I am not sure it is even my car."

—Public Service News.



A Display Genius

This Young Fellow Knows Something About Getting Attention

This happy little chap with the winsome smile had his own ideas about the value of display in the promotion and sale of merchandise, even in the early days when there were no publicity experts. He is apparently doing a smart job for some merchant in attracting attention with his four-gallon hat and oversize boots, on the soles of which he features the smashing slogans—"Best Goods" and "Lowest Prices," while under his chin he carries a miniature signboard bearing the words "Our Travelling Salesman."

The picture was taken in a western Ontario town 'way back before the turn of the century, when the young fellow was quite an up-and-doing stunt artist at local entertainments, where he exhibited exceptional ability as a contortionist. And from all appearances he greatly enjoyed the experience. Incidentally, he can still do a smart turn in modern display, for he knows all the tricks of the trade. We'll give you a moving picture custard pie if you can "guess who" in a first attempt. No, you're wrong. So were we. . . . Well, the young man is Mr. W. J. Keeler, head of Winnipeg merchandise display.

What, No Tourist Trade?

Well, Maybe We Can

CREATE Some!

Compared with the unrestricted travelling summer seasons of other years, 1942 may be a tough one as far as American tourist business is concerned. All the more reason, therefore, to make every bit of it that comes our way COUNT. So, evidently, thought Mrs. Edna Glynn, of department 247. The American tourist she waited on might have walked out with a single purchase had she not skilfully suggested others to appeal to her sweet tooth. With the result that she sold her this tidy bill of goods:

3 lbs. Pandora Chocolates.....	\$ 2.10
2 5-lb. tins Mackintosh's Toffee.....	5.00
1 doz. 1-lb. tins EATON'S Humbugs.....	4.80
2 lbs. Fruit Bon Bons.....	.70
4 15c Chocolate Bars.....	.60
8 lbs. Rowntree's Pastilles.....	4.00
	\$17.20

Maybe there's an idea there for some of the rest of us!



Fire Chief Honoured

June 28th, 1942, will have unforgettable memories for Mr. Edward Dixon, chief of our fire protection system, for (as told on page 3 of this issue) on this day Chief Dixon celebrated his 35th anniversary with the Company and was showered with congratulations by old friends and new. In the picture Mr. Dixon is being warmly greeted by Mr. B. C. Scrivener, store superintendent, who, to mark the occasion, presented him with a case of pipes on behalf of his associates. It is interesting to note that Mr. Dixon's first and only employer has been EATON'S.



Sad Plight of Ye Ed at Shilo Camp

Your editor, Bill Hurlburt, is one of forty Eatonians who did their stuff with the Veterans' Guard at Camp Shilo. On a certain evening, after an eight-mile route march, Bill admitted to being more than a mite tired—in fact, ready for a nice spot of lazing around next day. Came the dawn—and Bill was slated for kitchen duty!

Marshalling the Forces for Home Defence

Four-Day Recruiting Campaign in EATON Annex

Friday, June 5th; Saturday, June 6th; Monday, June 8th, and Tuesday, June 9th, the whole of the Donald Annex was given over to a series of well-planned and effectively carried out displays in the interests of recruiting for the Reserve Army.

As set forth in circulars distributed at the various booths, the objects of this four-day campaign were to bring home to men not enlisted in the fighting forces the importance of joining the Reserve Army—so as to be properly fitted to defend their homes, work and possessions—in short, to train and so be really prepared for home defence.

The various Winnipeg military units were assigned spacious booths and each of these was manned from 11 a.m. to 11 p.m. with men who were on hand to receive applications and to answer all questions from prospective recruits. The opening days, as might have been expected, were the busiest—and the entire effort constituted an important contribution to the vital task of marshalling the forces of home defence.

Our candid camera man caught a number of interesting activities during this home army recruiting campaign in the Donald Annex, among them the eight views on the page opposite.

1. Man to man—soldier meets recruit.
2. How the Winnipeg Grenadiers stacked up.
3. Ready to sign on the dotted line.
4. The 18th Reserve Reconnaissance Battalion's booth.
5. The Little Black Devils made a good showing.
6. And so did the Cameron Highlanders.
7. Explaining the mechanism of modern weapons.
8. The Veterans' Guard was kept busy signing up applicants.

In this connection it is interesting to note that many **Eatonians** figure in home defence activities. Some details of their doings are to be found on page 28.

"No, Madam, It Is Half Cotton"

So said Mr. Timothy Eaton on one occasion in the early days of his business career in Toronto. He overheard a salesman informing a customer that a certain fabric was all-wool. The incident was typical. That merchandise must be exactly as represented, and that it must be represented exactly as it was—this was the principle the **EATON** employee must early take to heart. It was something the customer came to rely upon finding within the walls of that little store, now grown to such vast proportions. It played a big part in the winning of public confidence.

In its efforts to retain that confidence the Company, in the years that have followed, has spared no effort to learn all about every bit of merchandise it sells. When you come to think of it, the chief function of our research bureau is to keep all of us correctly posted so that at the right moment we, too, may say: "No, Madam, it is half cotton"—and so further build confidence in **EATON'S**.

When Customers Order Merchandise by Telephone

Regarding telephone orders, "Flash" (**EATON'S**, Toronto) gives this advice, which we in Winnipeg should remember—and act upon:

"When customers, ordering by telephone, ask for merchandise which is no longer in stock, don't be abrupt and simply say we have none. It doesn't cost us anything to express regret that the order cannot be filled. Let the customer know that the Company is sorry not to be able to provide what she requires.

"Perhaps the lack of merchandise is a result of war demands. Let her know, if that is so. It will make her feel better about it and less irritated at having to do without the commodity. Courtesy and tact are so important in telephone conversations, where the personal contact and smile are impossible, while abrupt answers over the telephone seem almost rude.

I wish I were a kangaroo
Despite his funny stances,
I'd have a place to put the junk
My gal takes to the dances.

—"Northern Lights."



25 YEARS WITH EATON'S.



375 Years of EATON Service

Fifteen Eatonians, thirteen of them pictured above, joined EATON'S in 1917, entering the Quarter-Century Club in April, May and June, as detailed below. Hearty congratulations and many happy returns to each and all of them!

APRIL

1. Mr. Arthur J. Main, fire protection department—April 2nd.
2. Mr. Edgar Flannery, delivery department—April 2nd.
3. Mr. Ernest Allen, women's underwear section, etc., mail order—April 16th.
4. Mr. James Laverigne, printing department—April 16th.
5. Mr. Thomas E. Masters, elevators — April 30th.
6. Mr. Andrew Allan, elevators — April 30th.

MAY

7. Mr. Joseph Dancy, china and glassware department, mail order—May 3rd.
 8. Mrs. Frances Tracey, receiving room department—May 21st.
 10. Mr. George Bowering, printing department—May 31st.
- Missing from Pictures—Mr. Nicholas Livingston, stock auditors—May 28th.

JUNE

11. Mr. Parry F. Brigden, life assurance—June 6th.
 13. Mr. William Irwin, customs and transportation—June 18th.
 14. Mr. Jeffery Douglas, delivery department—June 18th.
 15. Miss Nan Hammerquist, mail order packing—June 26th.
- Missing from Pictures—Miss Eveline Jackson, fancy goods department—June 13th.

RECKLESS!

"Is he a reckless driver?"

"Say, when the road turns the way he does, it's a coincidence."

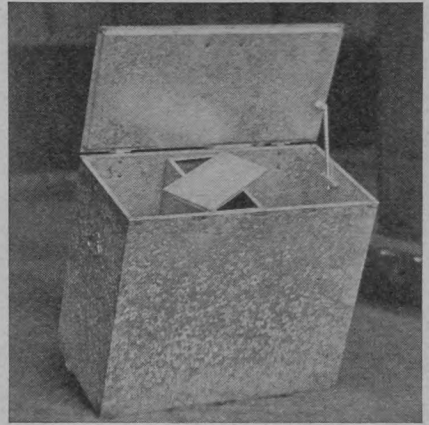
—Public Service News.

To Deliver Food in Best Condition— EATON Trucks Now Have Refrigerator Units

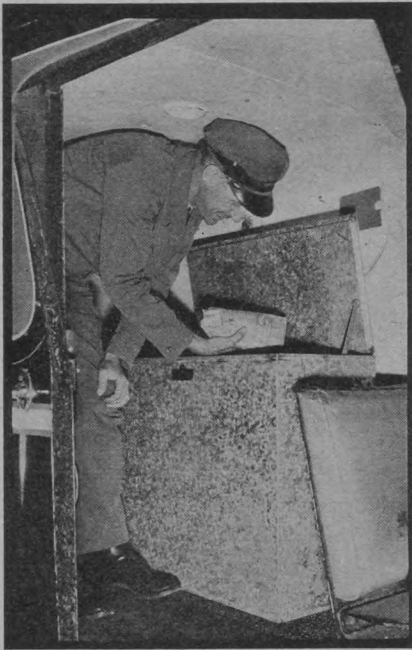
The idea back of this perambulating refrigerator is so simple that you feel tempted, the minute you see it, to exclaim: "Why didn't someone think of that **before**?"—forgetting, of course, that the first wheelbarrow, the first steam engine and the first electric light bulb caused the same sort of surprise at their belated arrival.

Anyway, the refrigerated truck is here **now**—and a very good thing it is, for it assures delivery to our customers of all perishable goods in the best possible condition. Stated in non-technical terms, the idea, briefly, is this. To place in every truck carrying perishable food-stuffs a well-constructed refrigerated box capable, by actual test, of holding a temperature steadily between 45 to 55 degrees, even with frequent opening of the truck to allow parcels being taken out for delivery.

As this is written, 44 routes have already been equipped with this new device and, by the time



this issue reaches our readers, all remaining routes will be similarly provided for. Our customers, be it added, have been quick to learn about it, and we have already had many favorable comments from them. Chalk up another victory in the never-ending campaign for still **better EATON service!**



How's This for an Overseas Fruit Cake?

**Inexpensive . . . Moist . . . Delicious.
Having Baked It, We Can Recommend It!**

- 2 cups brown sugar, packed down lightly
- 1¾ cups hot coffee (or water)
- 8 tablespoons butter
- 2 pounds seedless raisins
- 1 pound seeded raisins, separated
- 1 teaspoon salt
- 1 teaspoon ground cinnamon
- ½ teaspoon (each) ground cloves and allspice
- 2 eggs
- 3 cups once-sifted pastry flour or 2¾ cups once-sifted all-purpose flour
- 2 teaspoons baking powder
- 1 cup nut meats (preferably blanched almonds)
- ½ cup slivered mixed peels

Method: Simmer sugar, coffee, butter, raisins, salt and spices together for 5 minutes. Let stand over night. Beat eggs until very light, add and combine well. Gradually work in flour sifted twice with baking powder and soda. Include nuts and peels with last of dry mixture. Turn into one-pound coffee cans, which have been lined with 3 layers greased heavy paper. Bake in slow oven 300 degrees, about 1¾ hours. Cool well before storing.

Comment: The lady who submitted this recipe said it was a favorite of her brother's during the last war. With the more expensive fruits, like candied cherries and pineapple, it makes a delicious Christmas cake. (Shortening could be used instead of butter if you want a cake for immediate home use.)



Old-timers! Guess Who This Is?

No, there's no prize for correct answers. Nor do we plan to go into the quiz business in a big way. And the reason we are asking the old-timers is that his more recent friends might have some trouble in deciding that the serious chap pictured at left is indeed our own Mr. Campbell Walker, head of mail order men's furnishings. The pose and the pipe are characteristic, but the Campbell we know is seldom caught in so serious a mood. He seems to be taking the responsibility of that fine catch very seriously! But, then, this picture was taken at St. Andrews Locks twenty years ago—and fishing was evidently a serious business!

Make-up Artists Did a Real Job

As any old trouper will tell you, it's not what you ARE but what the make-up man (or woman) can transform you into that helps put you over with the audience. The seven Eatonians here pictured contributed their time and talent in two Legion revues (at the Auditorium and the Walker Theatre) and thus helped to raise money for the entertainment of the troops locally and in the camp of M.D. 10 throughout the year.



Back Row—D. Shores, I. Cumming, Noreen Riddell, Jill Riddell.
Front Row—J. Marshall, D. Aiken, M. Smith.

What To Write About

**Army Officers Overseas Offer This Advice
to Those Writing to Airmen, Soldiers
and Sailors:**

Make letters consequential and spend time on them; answer questions that the overseas man asks in his letters and answer them immediately and fully because unanswered questions lead to all kinds of doubt and concern.

Tell him what's going on in his old town, what relations and old friends are doing; become an amateur gossip columnist as you jot down small details about home life, for no news about his home is too trivial for a man on this side (England) of the Atlantic.

Send him local news clippings from home town newspapers—the little items that are only news in that particular community. Send cartoons from papers; they are always a hit in the camps.

Snapshots of members of the family and friends are cherished possessions of overseas troops. There are few who don't carry a few snaps around in their pay-books and all want more. —Clipped.

Ten

THE AIRMAN



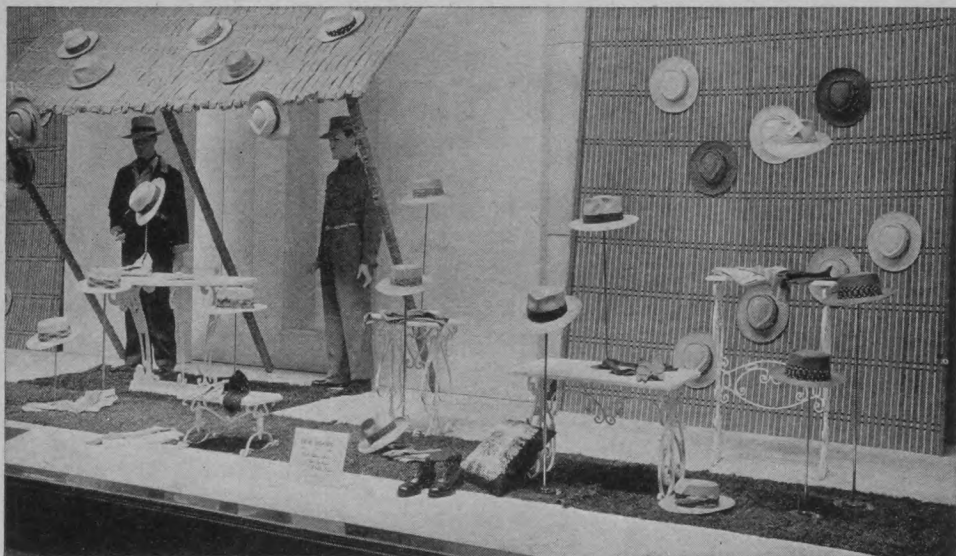
From boyhood to manhood,
It seems overnight.
From knee pants to long pants,
Now Pilot of Flight.

Our blessings go with you
Wherever you go,
Be it in distant lands
Or places you know.

You went not for glory
But went for the right.
That we shall keep Freedom
Is reason to fight.

All Canada's proud of you,
Soldier in Blue,
For you have the courage
To carry us through.

—Violet L. McCorkell
(Department 224.)

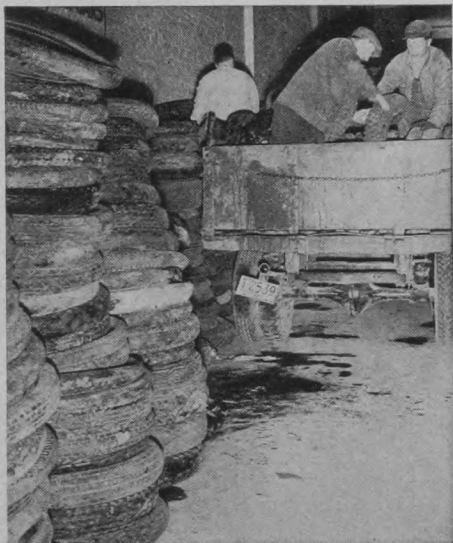


"Goods Well Displayed Are Half Sold"

No one appreciates that fact better than do the members of our display department, and the opening of the summer season found them "on their toes" in a number of display-selling jobs of unusual merit. With so much good material to choose from, it would be hard to "pick the winner," but few showings have combined the best display features as effectively as did the men's hat window shown above. This was one of two windows which together produced an eye-arresting effect. Inside the store another showing, planned and carried out in similar good taste, did a second good bit of suggestive selling. Excellent examples, these, of how good display work can help to sell goods.

Two Miles of Rubber for Canada's War Effort!

That was the splendid result yielded by the energetic salvage campaign waged by the store during the months of March, April and May—no less than eight full truck loads! In all, 1,200 tires and 600 tubes were gathered in by the garage and auto accessory departments. The shoe departments harvested a remarkable collection of rubber heels and old rubber-soled shoes. Other departments sent in small rubber articles of many different kinds. Everybody who was asked to co-operate did so—hence the fine result!



Mr. A. Johannesson Goes to Dauphin

Mr. A. Johannesson, of department 225 (rugs and floor coverings), has received numerous congratulations on his appointment as assistant in the corresponding department (517) in Dauphin. From his associates in department 225 he also received a tangible token of goodwill—a fine leather Gladstone travelling bag. Mr. T. Brown, head of department, did the honours in hearty fashion and every member of the department joined in wishing Mr. Johannesson the best of luck.



Noticed Our Handsome New Tickets?

Here's the Machine We Make Them With

"Good for this day and date only," was the motto that the young Winston Churchill placed over his desk when, during the last war, he "took over" at the Admiralty. **EATON'S** is similarly open to new ideas. It seemed, until very recently, that we had worked out a style of ticket and a way of making tickets that would hardly be improved upon for years to come. Then—along came the **Line-O-Scribe** ticket printing machine—and, at once, our old way of making tickets had to take a back seat.

Briefly, here are the highlights of the new machine. It will successfully tackle anything from a plain, ordinary "bread and cheese" sign of the simplest type to a decorative embossed address in colours. Linoleum is used to carve out special designs or characters for signs and posters. The required message is put up in type on a waxed base, making a firm setting for the impression to be made.

All type is set up backward, but the operator soon masters that seeming difficulty. Tickets can be printed very satisfactorily on both sides of a card with the **Line-O-Scribe**. Logotypes are single display words, or sometimes two or three words set up in a single block, and they give fine individuality to a special set-up.

The **Line-O-Scribe** is new to Winnipeg and, characteristically, **EATON'S** leads in its introduction. Our Toronto store has been using the machine for some time with excellent results—and there can be no doubt that it will work a similar transformation in Winnipeg.

General Office Staff When the Store Opened in July, 1905



From a Photograph Loaned to "Contacts" by Mr. Sam Metcalfe, Sales Office

Anyone familiar with the general office staff as it is today will be interested in the comparison afforded by the accompanying photograph, taken soon after the store opened 37 years ago. The staff shown here looked after not only the work of the general office but also that of the wages office and the cashiers' section, now separate departments with their own staffs.

Of the fourteen people shown on the photograph, only Mr. Harry Keough, manager of the Saskatoon store, is now with the Company. The central figure is the late Mr. A. A. Gilroy, who was the first managing director of the Winnipeg store. Also familiar to many Eatonians now with the Company is the third figure from the left in the back row—recognizable as Mr. Arthur Scott, for many years in charge of the wages office and who retired from the Company's service in March, 1939.

Those in the picture are. Back row—Mr. J. Behenna, Mr. J. C. Spence, Mr. Arthur E. Scott, Mr. D. J. Kenway, Mr. A. Howe, Mr. H. Keough. Middle row—Miss M. R. Anderson, Miss Min. Foote, Mr. A. A. Gilroy, Miss E. Beckett, Miss M. Hewson (now Mrs. Neil Cook), Miss Maude Foote. Front row—Mr. E. Fretwell, Mr. T. French.

Miss Vera Williams in R.C.A.F.

Her many friends will be interested in the snappy snap at left, showing Miss Vera Williams, of 113 department, who is at present with the R.C.A.F. (W.D.) at Yorkton, Saskatchewan. Vera drives light cars and tractors, and to this strenuous work brings the same cheery disposition which made her a popular member of 113 department and, during the 1941 season, an efficient and well-liked secretary of the **EATON Ladies' Golf Club**.

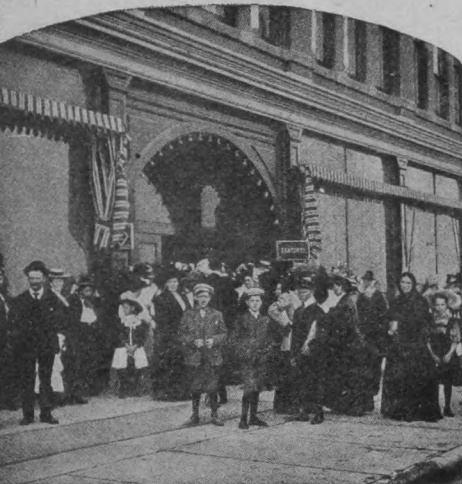


"Did you know," asks the Winnipeg Electric Public Service News, "that the women of America use enough lipstick in a year to paint 40,000 barns a bright red?"

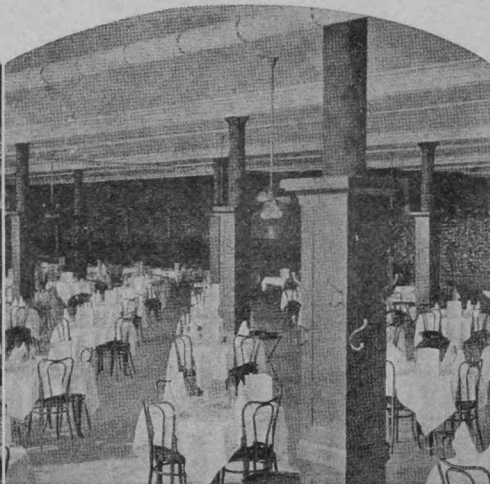
Yeah? Well, who the heck wants to look at 40,000 barns, anyway?

Scenes of the Early Days at E

ANNIVERSARIES are the timekeepers of progress, marking occasions it is always interesting to glance backward over of EATON operations in Winnipeg there have been many and the erection of new buildings, but in the physical improvement the early 1900's, were the last word in departmental presentation and sold in the store as an evidence of Winnipeg's growing improvement wrought, it is interesting to look them over.



EATON'S has always been noted for door-opening crowds. Even in the early days of EATON operations in Winnipeg—from 1905 on—customers gathered in substantial numbers to be on hand at door-opening to share the specials as advertised.



The store was very proud of grill and lunch rooms in the early days, when a combined seating capacity of 500 was provided, with an average daily patronage of about 2,000. From the outset the public was invited to inspect the kitchen and its varied equipment, including "two large ovens with a total baking space of 130 feet, where, were they combined, two oxen could be roasted whole."



This is apparently an early fashion floor, where skirts were a feature. Some of the floor was panelled with mirrors for the use of the shoppers. A novel touch was a pot plumped in the middle of the floor, probably one of the prevalent decorations at the period.

When the Winnipeg Store First Opened Its Doors— Saturday, July 15th, 1905

A few days less than a year from the turning of the first sod, the formal opening took place, the public being invited to inspect the premises. It was a gala event—attended by all members of the EATON family who could make it possible to be present. They entered into the spirit of the occasion with immense enthusiasm. At the moment set for the doors to be unlocked, Mr. Timothy Eaton, together with little Timothy, his two-year-old grandson, performed the ceremony of pulling the bell which was the signal for the throwing open of the doors. The crowds rushed in, the first person to cross the threshold, an enterprising small boy, receiving a prize of \$5.00 from Mr. Eaton. And throughout the afternoon the sightseeing proceeded with that happy swing which marks the inauguration of a new and interesting enterprise.

On Monday, July 17th, the store opened for the first day's business. The ladies of the Toronto party graced the occasion in a very practical manner. Mrs. Timothy Eaton acted as a floor-walker. Her daughter, Mrs. Charles Burden, was a cashier, Mrs. John C. Eaton and Mrs. E. Y. Eaton were on the selling staff. For which services, it may be mentioned, incidentally, they were paid at the prevailing rate of a day's wage for the particular work they undertook.

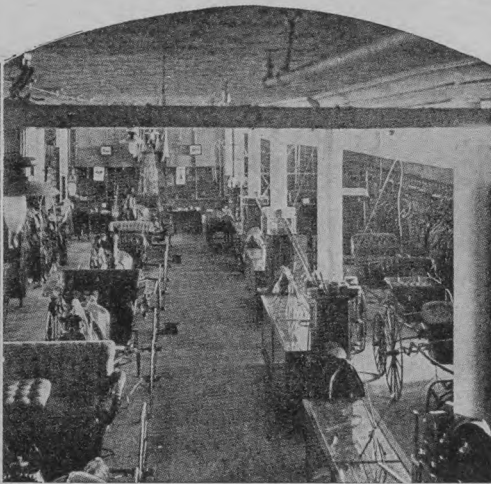
—From "Golden Jubilee, 1869-1919."

EATON Store in Winnipeg

marking the growth and development of the years. On such a journey over the ground which has been traversed. In the 37 years there have been many changes, not only in the expansion of the original store but in the improvement of the departments. These pictures, taken in various locations at that period; indeed, they were mounted on cards of great importance. In the light of changes which have since been



an early view on the store. Skirts and blouses were some of the posts were for the convenience. A novel touch is the fern in the middle of the floor, the prevailing trends of the period.



Horses, horses! Yes, sir! The harness department was in its glory for years after the Winnipeg opening. Not only harness but buggies, too, and later all kinds of farm implements, windmills, cream separators and blacksmiths' tools. This is a view of the harness department, which was located in space now used by the homefurnishings economy section.



We had traffic problems in Winnipeg even in 1905. An old memo, describing the above scene showing employees leaving the store, says there were between 2,000 and 2,600 men and women employed and "care has to be taken at dismissal time to prevent overcrowding in the basement, where the cloak rooms are located."

Among Other Innovations, EATON'S Winnipeg Store Introduced "Coppers" to the West

Not the least among the special features of opening day (July 17th, 1905) was the introduction of the debatable "copper"—the one-cent piece which hitherto had received no recognition among the coinage of Manitoba. The Company had procured a consignment of them from Ottawa, and presto! their circulation began. Certain merchandise was marked, according to custom in Ontario, 78c, \$1.39 and \$1.98. When the customer was given the odd cent or two as change she invariably returned it. "Haven't any use for it," was a common comment. Should she insist, her attention was drawn to charity boxes nearby, into which, if she pleased, she might deposit the despised coin. To popularize its use, however, daily papers, which though priced at a penny were customarily sold on the street at five cents, were now offered in the doorways of the store at their marked price of two cents. In a few months the copper was a familiar sight in Winnipeg.

It is also interesting to note that the store opened with a staff of seven hundred employees—but that it was necessary to increase it to twelve hundred and fifty within a few weeks' time. Two hundred and fifty of these had been recruited from the Toronto store. They were asked to go up for a year, after which, if they so desired, they were free to return to their old positions at home. Not quite a dozen came back at the end of the stipulated period.

—From "Golden Jubilee, 1869-1919."

Eatonians Now on Active Service

(Additional to Lists Previously Published in "Contacts")



D. MACKIE
(139)

JAS. ALLAN
(220)

J. W. EGERTON
(211)

D. A. JAMES
(249)

GEO. RESCH
(173)

R. H. PORTEOUS
(206)



R. ROBSON
(151)

H. VANCE
(Toronto Store)

R. FERGUSON
(206)

W. A. PORTER
(222)

B. A. CHRISTEANSO
(25)

H. McDIARMID
(205)



ALEX. McLEOD
(221)

S. C. ALLWOOD
(216)

E. A. CHRISTIE
(282)

A. W. STAINES
(173)

H. D. RUTHERFORD
(247)

T. HAMILTON
(146)



J. MORGAN
(130)

R. H. GARLAND
(101)

G. M. HORTON
(221)

D. T. DORKARD
(1220)

A. J. C. BARNES
(1220)

T. S. WESTON
(52)



E. P. GRAYDON
(211)

H. CRAWFORD
(127)

STAN. DELANEY
(147)

J. P. EVANS
(254)

A. J. ROBERTS
(230)

G. R. COWAN
(151)



E. MATHEWS
(48)

R. CULLEN
(243)

L. R. EVENSON
(214)

GEO. MORRIS
(282)

G. HUHTALA
(1230)

J. WARD
(221)

Eatonians Now on Active Service

(Additional to Lists Previously Published in "Contacts")





Eatonians Now on Active Service

Winnipeg store is doing its full share in the matter of enlistment in the great fight for freedom. It is with pride that on this and the two preceding pages we print photographs and names of EATON men and women who have joined up for active service. These are in addition to those already published in previous issues of "Contacts." Below, we print the names of other Eatonians who have also "gone active" and whose photographs we hope to print later.

* * * * *

Eatonians Who Have Enlisted Since April 1st (Photographs not yet taken)

Department	NAME	Department	NAME	Department	NAME
176	Josephine Sauve	248W.R.	T. G. Gillies	129	J. S. Salmon
282	George Morris	248W.R.	J. P. Probe	146	G. Anderson
266	R. A. Ferguson	1211	G. G. Presly	220	M. Simmons
214	H. K. Young	275	H. Gillam	233	Margaret Cole
104	Doris C. Kay	129	J. Cook	272	Elsie Rowntree
236W.R.	Elizabeth Cravits	122A	Geraldine Johnson	101	Roberta MacLean
129	C. F. McLean	181	R. M. Wright	212	Dorothy Cassidy
140	R. L. Smith	248W.R.	A. B. Klayh	122A	Jean Harrack
143	A. M. MacIver	129	H. K. McDivitt	167	Sayde E. Dewick
221	T. E. Anderson	214	W. B. Campbell	147	Maureen Still
236	J. Muriel Scott	242	Irene Mener	270	J. F. Gargett
160	E. M. Westmacott	245	J. R. Wyatt	207	O. D. Harrison
230	V. G. Matthews	206	J. A. Ringer	1203	E. Greer
101	J. Bingham	253A	D. W. Pearson	7	J. L. Lock
173	Julia Simpson	1203	Ann Pincock	146	L. G. McKinnon

Miss Jean Fonseca Married to L.A.C. Harry Hultman

The general office bade farewell to one of its most popular members when Miss Jean Fonseca left to become the bride of L.A.C. Harry Hultman. The ceremony took place at Regent's Park United Church at 7 o'clock, June 13th, and a number of Jean's friends from the office were present. Before leaving, Jean was presented with a handsome tri-lite lamp, the gift of her fellow workers. June 4th she was also entertained at dinner at Child's by friends. And, at a shower in her honour, she was the recipient of a lovely set of china.

In Honour of Lieutenant James Ashbridge

Old friends in the general office of the popular Jimmy Ashbridge felt that something should be done by way of celebrating his return to the city as a full-fledged lieutenant. So they foregathered at the home of Jack Benson, Thursday, June 4th, hearing of new experiences, and recalling old memories and, altogether, having a most agreeable time. The highlight of the evening was reached when Mr. George Paul, on behalf of Jimmy's many friends in the general office, presented him with a very efficient-looking trunk.

July 17/1905 Eatons first delivery

CONTACTS

Peacock is Back . . . for the Duration!

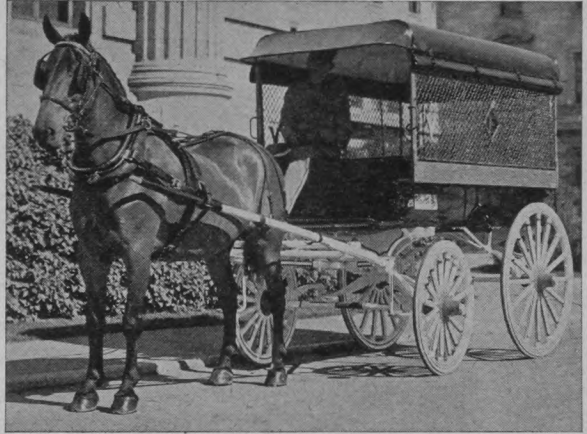
With tires, gasoline and oil on the essential list for victorious conduct of the war . . . delivery horses again need to be pressed into service.

Peacock, pictured here, is the first of the **EATON** "bays" to return to service in this year of wartime emergency.

Peacock comes back on a wave of tradition, too. He was born and raised in **EATON** barns of the fine hackney stock that distinguished **EATON'S** delivery fleet before the motor era.

In 1939 the horses and wagons were put on the "retired" list and Peacock was sold along with the others. But he was well taken care of . . . and comes back to us, in fine fettle, to do his bit for this war. He seems glad to get back "home," too . . . back into the harness in which he was raised.

Peacock is the first . . . but more delivery horses, as time and the war go on, will receive their call . . . to replace trucks and so relinquish additional rubber and gasoline supplies for the fight for democracy. Guiding the reins of a horse is not unfamiliar business to many of our drivers, for a number of them entered **EATON'S** employ at the time of horse-and-wagon delivery service. Our original stable attendant is still with us, too. So—horses and drivers together will see us through this crisis . . . and **EATON** customers will be serviced on delivery purchases as efficiently as always!



The Eleven Ages of Man

(1) Milk. (2) Milk and bread. (3) Milk, bread, eggs and spinach. (4) Oatmeal, bread and butter, green apples and all-day suckers. (5) Ice cream soda and hot dogs. (6) Minute steak, fried potatoes, coffee and apple pie. (7) Bouillon, roast duck, scalloped potatoes, creamed broccoli, fruit salad, divinity fudge and demi-tasse. (8) Pate de foie gras, weiner schnitzel, potatoes Parisienne, egg plant a l'opera, demi-tasse and Roquefort cheese. (9) Two soft-boiled eggs, toast and milk. (10) Crackers and milk. (11) Milk.

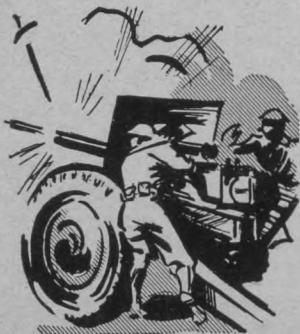
—Magazine Digest.

ARMY WEEK Went Off With a Bang!

Each day had its special appeal. Monday was Soldiers' Day; Tuesday, Civilians' Day; Wednesday, United Services' Day; Thursday, Recruits' Day; Friday, Reserve Army Day; Saturday, United Nations' Day; Sunday, Day of Prayer.

SOLDIERS' DAY was celebrated publicly, by gaily decorated streets, army band programmes, an evening concert at the 103rd Training Centre, Fort Garry; a general collection of overseas parcels, and a promotion to stimulate letter-writing to the boys.

Here's hoping this last effort will be crowned with success, for—"only a soldier (and that includes the airman and the sailor) knows how welcome is a letter from home."



Grooming Fosters Confidence



Beauty may be only skin deep . . . but grooming reflects the very nature and character of a person. And immaculate grooming begets confidence. If you are a sales clerk it fosters the confidence of your customers in the merchandise you handle, the service you provide, the information you give.

Also it is true that the girl with irreproachable toilette is looked at with interest and admiration. She is the one who has a following of friends similarly fastidious, who receives promotions, who meets interesting people, goes interesting places.

Watch the most popular girl in your set and see if that isn't true . . . and if you are she, analyze your charm. Ninety per cent will **not** be good looks but good grooming.

Your hair, your complexion, your teeth, your hands and fingernails, your clothes must have attentive care at all times. That guardianship is your responsibility . . . and your appreciation of it may throw the scale of success in your favor.

A Charm School for Grooming

Right in line with our "Grooming Fosters Confidence" note, above, a Charm School for girls of the selling departments of the store was conducted for one week in June by the Helena Rubinstein representative from Toronto, Miss Ethel Hosie.

This is the first time such a school has been undertaken essentially for the sales personnel of the store . . . and it stimulated such whole-hearted enthusiasm in the cause of "grooming" that the school was considered a highly successful experiment and warranting a repeat at some future date.

Practically every department was represented in the classes, with 87 girls altogether attending. Proper methods of cleansing the skin, toning and applying base, rouge, lipstick and powder were demonstrated. The girls practised each step on themselves as Miss Hosie lectured and demonstrated on a model. Finally, a chart and beauty guide were compiled for every girl taking the course.

Yes, the results of the school were definitely successful—in fact, we think that if Charlie McCarthy had been around he would have called it, not a Charm School for Grooming, but a Charming School for Grooms.

An Old Friend on a New Job

And very capably he is handling it, we would say. If you haven't already guessed it, the serious young soldier here pictured is none other than our own Doug. Howat, of department 254 (men's shoes.) Beg pardon, we should have said **Captain D. C. Howat**. The snap was taken at Woodstock, Ont., not long ago. Now Captain Howat is at the Infantry Training Centre at Camp Shilo.



TAKEN FOR A RIDE! Incidentally, some 40 Eatonians, including your editor, were greeted by Captain Doug. at Shilo recently, when they attended camp as members of the Veterans' Guard. The gallant captain had us "taxied" all over "hell's half acre" in Bren gun carriers under his command. These tank-like creations with the caterpillar treads gave us the thrill of our lives as they tumbled up hill and down dale, taking trees and bushes in their stride, at 40 m.p.h.! Of course, it was all part of our training, but Captain Doug. spared no effort to make it thoroughly enjoyable. Thank you, sir!

"And So They Were Married"



McBain-Cullen—The marriage of Miss Gladys Cullen (26 department) to Mr. Frank McBain, of Clandeboye, Man., was solemnized on Saturday, June 27th, at Young United Church. Associates presented Miss Cullen with a kitchen suite. Girls of the department also held a shower in her honour during which Gladys received a handsome chesterfield as a wedding gift.



Daman-Lawrie—Standing beside her desk in 40 department is Miss Roberta Lawrie, whose wedding to Mr. William Daman, R.C.A.F., was an event of Monday, June 29th. From the staff came that lovely china teaset you can just see in the picture, also flowers and individual gifts.



Bob Hutton Becomes a Benedict—That popular EATON sportsman and eligible bachelor, Robert Hutton (assistant, 18 department) joined the ranks of the benedicts when he was united in marriage to Miss Laura Johnson on Saturday, June 27th, at First Lutheran Church. Bob is seen at his desk, which was gaily bedecked for the occasion. Associates presented him with a tri-lite and picture, while men friends around the store threw a stag at which Bob received another token of friendship.

Marriage of Miss L. G. Longhurst—One of the staples department's most popular members, Miss Luella Genevieve Longhurst, was married Saturday, June 20th. The lucky bridegroom is Mr. Leonard Corsie, who hails from the far north.

On the Wednesday previous to her wedding, the boys and girls of department 211 presented her with a beautiful gift of linens, Mrs. Dussault doing the honours... while the girls of the department also held a surprise party and shower for Miss Longhurst on Wednesday, May 27th, at Moore's restaurant. A most enjoyable evening was climaxed by the presentation to the honour guest of a blue Murray Bay bedspread.

Mr. and Mrs. L. Corsie will reside in Madson, Ont., and with them go the best wishes of their numerous friends for many happy years of married life. —T. Burns.

* * *

Mathieson-Christensen—The marriage of Gerda A. E. Christensen (282 department) and Signalman James A. Mathieson, R.C.S. (1203 department), was solemnized in St. Paul's Anglican Church, Kingston, Ont., on June 11th, at 7.30 p.m. Captain the Rev. Farr officiated.

The bride wore a rose redingote dress with matching hat, and corsage of Briarcliffe roses and bouvardia. She was attended by the bridegroom's sister, Miss Marjorie Mathieson.

Prior to leaving for the east, Gerda was the recipient of a lovely gift from the staffs of 282, 288 and 268 departments, while Jim was also presented with a gift from the staff of 1203 department.

IN MEMORIAM

The tragic news that Tommy Andrews had lost his life on Friday, June 26th, while on a fishing trip at Betula Lake, came as a great shock to his associates in the store as well as to many friends in army and in sport circles throughout the city.

Tommy, who was twelve years with EATON'S, started with the candy department and later transferred to the washing machines, where he was service-man. A general favorite among his fellows, Tommy was greatly admired for his clean-cut, manly qualities. A keen sportsman, he will be greatly missed in bowling, curling and snowshoe circles, as well as among his comrades in the Winnipeg Grenadiers (Reserve).

To his parents, his sister and his brothers now serving in the armed forces goes the deepest sympathy of all Eatonians.

Recent Appointments—

June 30th

SASKATOON, SASK.

Department 507—Hosiery, gloves, neckwear; department 517—women's garments, millinery, lingerie and juvenile: Mr. E. J. Wilson, head of department.

Department 568—Self-serve bargain basement: Mr. R. J. Matthews, head of department.

PRINCE ALBERT, SASK.

Department 501—Yard goods, bedding, linens; department 517—women's garments, millinery, lingerie, juvenile: Mr. S. A. Carlson, assistant.

ESTEVAN ORDER OFFICE

Miss Mary Haverlock is in charge of the above order office.

Miss Emily Whelham Celebrates Her 35th Anniversary



The first pound of butter made by EATON'S Winnipeg creamery, over three decades ago, was wrapped by Emily Whelham, a slip of a girl in her early teens, who started with the Company as a parceller on June 24th, 1907 . . . "and looking back, it seems no time at all since then," said Miss Emily Whelham (116 department) when, on June 24th, 1942, she celebrated her 35th year of service with EATON'S. "I can remember wrapping a pound of the first butter churned by our creamery for the late Mr. Gilroy, and another for Mr. S. E. Harris," said Miss Whelham. Later, she served for a short period with 19

department, and then joined 116 staff, where the majority of her service has been spent.

Only Late Once—Early morning walks before coming to work are a grand tonic, Miss Whelham believes, and she takes one every morning. "Incidentally, I was only late once," she told "Contacts." "One morning I returned from my walk to find our clock was wrong . . . and the employees' door closed . . . that was before the day of late passes."

Miss Whelham was born in London, England, and came to Canada with her parents. She lived with her widowed mother until two years ago, when the latter passed away. "I will never forget the store's kindness to me, particularly during mother's illness," said Miss Whelham, "nor the thoughtfulness of the staff. Taken all in all, the years have been happy ones, and you won't find a finer group of people to work with anywhere."

On her 35th anniversary Miss Whelham was photographed standing before her desk, which was laden with flowers and gifts from admiring friends, while a token of remembrance from the staff was a lovely cameo brooch.

"We cannot speak too highly of Miss Whelham," said her department management. "Thoroughly capable and conscientious, she is entrusted with some of our most responsible work and is a great asset to the department in every way."

And so we leave another Eatonian with an enviable record of service with the congratulations and best wishes of a host of friends.

* * * * *

Miss Nan Hammerquist Honoured on 25th Year With EATON'S

"Hammy," as she is affectionately known to her legion of friends around these parts, was away enjoying that coveted quarter-century holiday when "Contacts" called. However, we were assured by all and sundry around the freight shipping department that the beaming smile she is wearing in the picture is just "Hammy's" everyday expression, and that hers is one of the sunniest dispositions that ever a shipping office crew were blessed with!

Miss Hammerquist came to EATON'S from her birthplace, Kansas City, on June 26th, 1917, and her entire service has been with 122 department.

As a token of affection on her 25th anniversary, Miss Hammerquist received a lovely gateleg table, a brooch, and also individual gifts from her associates and friends around the store. Many happy returns, "Hammy"!



To All Penny-A-Week Club Members

Should you know of any chap whose name is on your floor secretary's list for cigarettes who has changed his address or has returned to Canada for any reason, please advise your floor secretary accordingly. By doing this you will help her keep her list up to date.

—M. Adams.

Miss Evelyn Jackson 25 Years With EATON'S

Miss Evelyn Jackson, of department 205, affords another of those instances, in which **EATON'S** abounds, of fidelity to one department and one management. Starting a quarter of a century ago in the office of 205 department, she has spent the entire twenty-five years since that time in departments 205 and 236—first under the supervision of Mr. H. N. J. Shaw and now of Mr. S. H. Williams. A popular and respected member of the art needlework staff, she is also an ardent supporter of the Wool Gatherers' Club, which has done such excellent work in supplying clothing for bombed-out areas in Britain. She is also secretary of the second floor section of the Penny-a-Week Cigarette Fund, whose worth-while activities were recently recorded in "Contacts." Before leaving for Vancouver, B.C., Miss Jackson received from her fellow workers a handsome steamer trunk, twenty-five lovely roses and several individual presents. The good wishes of many **Eatonians**, not only in her own department but throughout the store, will follow her as she enjoys her well-earned vacation.



Before leaving for Vancouver, B.C., Miss Jackson received from her fellow workers a handsome steamer trunk, twenty-five lovely roses and several individual presents. The good wishes of many **Eatonians**, not only in her own department but throughout the store, will follow her as she enjoys her well-earned vacation.

Miss Mildred McConnell Goes to Moose Jaw

Gladness mingled with sadness when department 217 gathered to honour Miss Mildred McConnell (our beloved "Millie") on the occasion of her departure for Moose Jaw, where she will be in charge of department 517 (women's and misses' garments, lingerie, millinery and juvenile), where many good wishes from Winnipeg will follow her.



Mr. Lee, in his quiet, unassuming manner, made the presentation of a twin travelling set on behalf of Millie's department 217 friends and spoke of the very high esteem in which she is held by them all. A beautiful corsage was also presented to the honour guest, who replied very sweetly and invited them all to come to Moose Jaw. A truly grand girl . . . Moose Jaw's gain . . . our loss.

Miss Irene Carson Married to Mr. Jack Lowe

To the members of department 40 (mail order dresses) the most important of the June weddings was the one which took place at St. Stephen's-Broadway United Church, June 27th, when Miss Irene Carson became the bride of Mr. Jack Lowe. Before leaving the store, Irene was presented by her friends of the department with a lovely gift of crystalware, Mr. Hind, head of department, making the presentation. Wednesday, June 17th, she was honour guest at a kitchen gadget shower at the home of Mrs. Jerry Stewart, when twenty-eight members of departments 40 and 17 attended. Best of luck to you, Irene and Jack!





How the Patriotic Salvage Show Looked to the Eye of "Contacts" Candid Camera

1. The girls in white were on hand to give useful information.
2. The Salvage Corps' victory shop.
3. The rubber section.
4. The rubber and paper sections.
5. Showing how to handle salvage.

"SALVAGE ON PARADE"

Unique Exhibit by Patriotic Salvage Corps in
EATON Annex, June 20th to June 30th

This distinctive exhibition opened without ceremony on Saturday morning, June 20th, at 9 o'clock. At 8 o'clock the same evening it was formally opened by His Honour R. F. McWilliams, with Hon. John Bracken, Mayor John Queen of Winnipeg and Mayor George C. MacLean of St. Boniface also in attendance. A feature of the ceremony was the visual broadcast conducted by CKY on a coast-to-coast network, during which a roving reporter covered all features of the displays for the benefit of the listening audience throughout Canada.

In an impressive manner, "Salvage on Parade" told the story of salvage from the time you pile it at your front door to the time it is converted into war materials with which to blast the Axis. In forceful fashion it brought home the need for every household in Canada to support the salvage drive to the limit. Incidentally (and of this we may well be proud) the whole thing was a Winnipeg idea—originated, planned and carried out by Winnipeg's own Salvage Corps.

During the ten days of the show, thousands thronged the Annex to learn at first hand what the great work of salvage really means, and no one but must have been impressed with the fact that every one of us has his or her part to play in this phase of the war effort.

Exhibits showed how to prepare and place salvage, displays of salvaged goods sold in four local stores operated by the organization, the seven basic classes of salvage: (1) rubber, (2) fats, (3) bones, (4) rags, (5) newspapers, (6) metals and (7) glass. Very interesting was a mobile kitchen unit—bought with funds realized from the sale of salvaged materials.

On the two Saturdays of the show, it was open to the public from 9 a.m. to 9 p.m. and on the week days from 9 a.m. to 5.30 p.m. There was no admission charge, of course; and a much appreciated feature was the music provided by various bands at intervals during the day.

Interest in the show grew steadily from day to day and it closed on a note of high enthusiasm. There can be no doubt that its aim—to make Winnipeg salvage conscious and salvage enthusiastic—was abundantly fulfilled.

* * *

Educational Features of the Salvage Drive

If you visited this unique exhibition you doubtless were impressed with the many educational features in connection with salvaging for the war effort. These struck us as being so important that, at the risk of seeming repetitious, we list some of the more important ones:

- Do you bundle your newspapers in neat, clean, tied piles? If you do, you increase their value at the rate of \$16.00 a ton.
- Do you cut off cloth tops of overshoes and put out only the rubber parts for sal-

vage collectors? That increases their value at the rate of \$6.00 per ton.

- Do you wash bottles—and rags—before giving them to salvage? Do you send tinfoil to the Children's Hospital? Collapsible metal tubes, from tooth paste and shaving cream, back to drug stores or out with salvage? Bones and fats packaged and placed at top in garbage tins?

All that helps to reduce handling costs and to increase retail value of your contributions.

Encourage the Young Model Aircraft Builders—THEIR Day is Saturday, July 18th

More boys and young men are taking part in EATON'S Model Aircraft Contest than in any previous year. Yes, young Winnipeg is more air-minded than ever—and many of the entries reflect great credit on their youthful designers and builders.

Of course, every budding Boeing, every embryonic Douglas in the competition hopes to knock off one of the big prizes—and very keen will be the tussles to decide who get those four round trips to Fort William.

But that isn't all. Prizes or no prizes, it will be a BIG day for the youngsters if we oldsters turn out in force. Even if you haven't any young hopeful of your own competing, go out to the flying field on Keewatin Street, off Logan Avenue, on Saturday, July 18th. The first flights start at 9 a.m. You'll get a real kick seeing these lads "keeping them flying"—and they'll get a bigger bang out of the day's doings if the grown-ups turn out in force to watch them do their stuff.

Mr. P. F. Brigden Joins Quarter-Century Club



June 6th was a red letter day in the business life of Mr. Parry F. Brigden, genial head of the **EATON** life assurance department, for it recorded, as the card on his desk expressed it, "25 years of happy associations and successful achievement." Mr. Brigden's co-workers in the life assurance department marked the occasion by the presentation of a fine pen and pencil set (not forgetting the commemorative roses), while from the head

office of The **T. EATON** Life Assurance Company in Toronto came a handsome silver cigarette case.

Mr. Brigden was born in southern Manitoba, so he's a real Westerner and proud of it. His father and mother first homesteaded in the West about 1886. In 1914 he married Miss Hazel Heath, of Mount Brydges, Ontario, and is the proud father of two children—Mrs. Raymond, of Toronto, and W. H. Brigden, now with the R.C.A.F. Educated at Belleville College and Napinka University, he was in succession postal clerk, grocery clerk and commercial traveller. Twenty-five years ago he got his first **EATON** job with the late Mr. J. J. Minty, then head of the general office, who, in later years, liked to reminisce as to how young Parry Brigden was always questioning him as to whether there was any chance of advancement with **EATON'S**.

In 1920 The **T. EATON** Life Assurance Company was founded, and in 1922 Mr. Brigden was selected to promote the sale of life assurance throughout the organization in the West. The first office was in a space designated "Fire Escape"! Largely owing to Mr. Brigden's energetic management, The **T. EATON** Life Assurance Company's Winnipeg agency has grown to its present important proportions—and that is a matter of great satisfaction to him. His motto throughout the years has been and will continue to be: "At your service."



First Aid Members Pass St. John Ambulance Examination

These 16 **Eatonians**, who have been plugging away at their first aid course, have now made the grade. Congratulations!

Standing, Left to Right—A. Elwood, G. Evans, H. Baker, J. Baxter, S. E. Clayton, C. Baird, D. Gilmore, R. Murray, J. Lyons.

Seated—G. B. Scrivener (first aid warden), A.R.P.; N. M. Taylor (first aid warden), A.R.P.; A. D. MacDonell, welfare superintendent; W. E. Johnston, R. McCalmont.

Inset at Left—H. Carriere. Inset at Right—R. Kirkpatrick.

Some Hosiery Facts That Every Girl Should Know



Do you know that there is practically no silk hosiery to be had anywhere now? During the first part of August, 1940, the Canadian Government discontinued the importing of Japanese silk. Of course, at that time there was considerable silk in the hands of the Canadian manufacturers from which a certain amount of the hosiery trade has been supplied. That supply has now been exhausted.

To replace the silk for the manufacturing of full-fashioned stockings the manufacturers have been using Canadian-made rayon, Bemberg rayon from England and mercerized lisle (cotton). These have proved to be very satisfactory and will, in the long run, give you more service than silk will.

It is amazing the advance which has been made in the making and testing of the rayon yarns. Their appearance, if highly twisted, so closely resembles silk that it is very hard to detect the difference, especially in crepe. The Canadian industry in this respect is far in advance of that of the United States.

Excepting where manufacturers have in their possession elastic to use in the making of elastic tops on hosiery, you will find this feature has been discontinued. Rubber conservation is, of course, the reason. Briefly stated, the features to be found in rayon hosiery are as follows:

1. Rayon for hosiery can be durable.
2. It can be lustrous, semi-lustrous or dull.
3. The yarn may be in finer or heavier weights.
4. Being a smooth yarn, it does not soil easily.
5. When properly dyed with appropriate dyes, the colors are rich and lasting.
6. Rayon hosiery washes satisfactorily.

Do you know that LISLE is a fine two-ply cotton yarn made from long staple cotton fibres? It is the finest quality cotton yarn used in hosiery. The features you will find in cotton hosiery are as follows:

1. Cotton is strong and durable for hosiery.
2. It has absorbent qualities, which make it useful for the soles of stockings, giving added comfort.
3. It is not affected by extreme temperatures.
4. It is cool and comfortable in summer and in the heavier weights warm in winter.
5. It can be readily dyed.

Stocking Hints That Will Save You Money

Do wash your hosiery according to instructions given. Remember that rayon hose should be "bone-dry" before wearing, and allow 24 hours for this. When washing lisle hosiery, turn them the reverse side to what you wear them. In this way there will be no friction to cause the tiny fibres in the yarn to ruff up and produce a "fuzzy" appearance. Both lisle and rayon hosiery lack the elasticity that silk had, so for the best wear avoid fastening them too tightly as the extra strain may cause undue breaks or runs.

Miss Jessie McCormick a Bride

Saturday, June 20th, her girl friends of the general office gave a dinner at the Marlborough Hotel in honour of Miss Jessie McCormick, who left Saturday, June 27th, to become the bride of Mr. W. L. F. Morrison, at St. Stephen's-Broadway United Church, July 4th. Covers were laid for eighteen and after dinner the guests proceeded to the clubrooms on the eighth floor, where Miss Sybil Hannesson, on behalf of Jessie's co-workers, presented her with a gift of kitchenware. Miss McCormick, who has been a valued and popular member of the general office staff for ten years, received congratulations and good wishes from her many friends throughout the store.



"We Did It Before and We Can Do It Again"

—Declare the Veterans



"Cheer up, pal — things could be worse. You ain't been torpedoed yet."
—Clipped.

After two weeks of tough training (the coldest, wettest two weeks in many a June,) forty **EATON** men, beribboned veterans of 1914-1918, returned from Shilo camp on June 27th, looking bronzed and fit and ready to declare that "this man's army is the tops!"

"We've learned a lot from the last war," opined one "old sweat." "This is a better clothed, better fed, better equipped and better trained army . . . another thing, there's a fine spirit of comradeship between the officers and men, while the training is aimed at developing responsibility in the individual soldier."

Members of the Veterans' Guard (Reserve), the **EATON** men took an intensive training in modern warfare and weapons, such as Bren gun, fieldcraft, gas, anti-tank guns, target practice, forced marches, physical training, etc.

"We're ready for the call to defend Canada if and when it comes!" stoutly declare these fighting men, who are training two nights a week as members of Canada's Reserve Army.

* * * * *

Sidelights of Shilo—It's a Grand Life if You Don't Weaken!

● Shaved, shined and smiling his prettiest, Company Sgt.-Major Jack Pidgeon (122 department) knocked politely at C.W.A.A.C. headquarters' door, only to be told that "the girls couldn't come out tonight." We hasten to explain that C.S.M. Pidgeon's mission was to arrange a softball game between the gals and the Vets.

● Pte. Limington (224) sustained a slight injury when being conveyed in a Bren gun carrier. An "S.I.W.," declared one onlooker.

● Piper Bob MacDonald (282), of those "Presbyterian fiddlers," narrowly escaped a violent death when he did a solo number at reveille, piping the boys to their first P.T. in the cold, drizzling dawn! G-r-r-r-r!

* * *

● Priceless pictures that never were taken: Jack ("Rag Merchant") McKeag (202) welding a mop on sanitary fatigue . . . Jack ("Napoleon") Syme (4) dishing out soup and dropping little dabs of raspberry jam in bowls of rice pudding . . . Findlay (Timekeeper) Tease washing up for the cook. (Mrs. Tease take note: Findlay proved real handy with the dish cloth.) . . . Earl Livingstone dodging fatigues with the ease of an expert. To watch Findlay and "Livvy" carrying a bench for the quartermaster was a lesson in slow motion and effort sparing.

But most priceless of all was—let's call it the "Rushin' Ballet or "P.T." Picture middle-aged daddies and granddaddies pirouetting on their toes at the double in the shivering dawn, then bend . . . stretch! Grey heads, white heads, bald heads, bobbing up and down in the breeze—midribs tightening—creaking joints loosening—appetites growing. It's a grand life if you don't weaken!

Nor was the dawn patrol (or early morning "P.T.") confined to buck privates. Over in the officers' lines Lieut. Charlie Caney put the entire mess through their paces . . . much to the delight of the batmen.

* * *

● Pte. Jack Syme won a \$25.00 camera in a draw while at Shilo. Perhaps that's why Jack seldom showed up till long after "lights out." Taking pictures by night light—or was he?

● "We did it before and we can do it again," said Privates Findlay Tease and Tom MacKenzie, who enlisted together in 1914 and served together overseas.

● Saw Sgt. Davidson and Cpl. Jimmy Drake going into the wrong canteen. Commandos should have a better bump of direction.

● Captain Bill Palk, R.C.A., won a cheer from the Veterans during an artillery demonstration. Standing on the O.P. (official position), Bill squinted through his field glasses, picked out an impromptu target, then gave the range to a 25-pounder nearly two miles back. "At 3250 . . . fire!" he ordered through the field telephone. Seconds later a shell whistled across the sky . . . a puff of smoke, then BOOM!—smack on the target! Bill smiled modestly, then stepped down and shook hands with his fellow Eatonians.

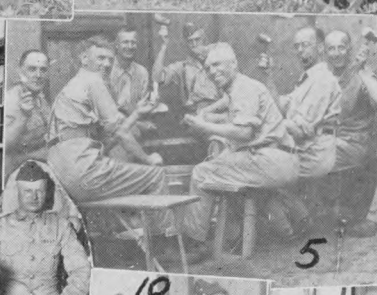
● A salute to Major Sam Williams! His "commandos" didn't win the field day, but Major Sam bought "cokes" all around, just the same.

● A Fragrant Memory: Lieut. Charlie Caney's sing-song in the rain before we entrained for home.



Dig Deep, Davy Boy!

Recently David L. Howard, manager of the women's garments department of the **T. EATON Co., Ltd.**, branch store at Port Arthur, volunteered to spend his holiday period on a Thunder Bay District farm to help over the acute labor situation. Mr. Howard was assigned to the Campbell Hanna farm in the Slate River Valley. He is seen in centre of picture. On the left is Campbell Hanna and on the right the latter's son, Gordon.

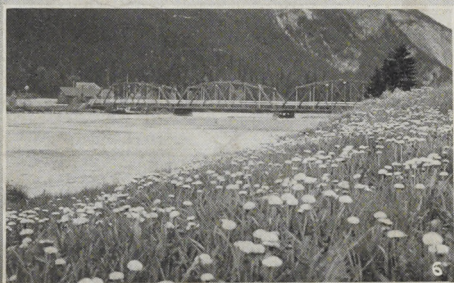
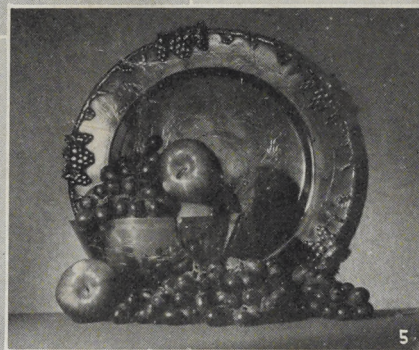


Twenty-Five Years After

Veterans of 1914-1918—With the Reserve Army at Shilo

1. "Commandos" at rest. Brief respite during tough fieldcraft training.
2. Universal (or Bren gun) carriers were also included in the new syllabus for old soldiers. Capt. Doug. Howat (54 department, wearing beret) in command. Sam Poole (23) at right.
3. Mother's little helper. Fred Harris (1224) on kitchen fatigue.
4. Blaine Buckboro (265), Tom McKenzie (132.)
5. The "Manicurists." Third from right in front row we see Fred Harris (1224), and at extreme right Frank Lemington—peeling spuds for next day's dinner. Inset, Alf. Saunders (1224.)
6. Dipping their "undies." Sam McClenaghan (176) and L/Cpl. Joe Sutherland (144) settle for good old-fashioned yellow soap.
7. "Those Presbyterian Fiddlers!" who woke the boys up for P.T. in the cold, grey dawn.
8. Sgt. Alex. Gilchrist (132), 18th Reconnaissance Battalion, who took several of these pictures.
9. Left to right—Angus MacDonald, Bob Plaxton (213W.R.), LeRoy Kitchen (214), Dave Morrow (122.)
10. Lieut. Charlie Caney (223), Findlay Tease (112.)
11. Front row—Sgt. Earl Ramsay (G.O.), Tom McKenzie (132), Sam Poole (23), who took the majority of our pictures. Back row—Bill Huriburt (136), Findlay Tease (112), Frank Lemington (224.)
12. Left to right—George Phillips (122), Jack "Napoleon" Syme (4), Jim Sewell (144), L/Cpl. Cecil "Blondie" Cuthbert (122), Ernie Beatty (135), Jack ("Rag Merchant") McKeag (202), Sam McClenaghan (176), Sam Poole (23.) Kneeling in front, Bob McDonald (282.)
13. "Contacts" editor.
14. EATON "Commandos." At extreme left is Major Sam Williams, M.C. (205), at extreme right, Lieut. Charlie Caney (223.)

EATON'S *Camera Club*



The members of the **EATON** Camera Club are responsible for the varied and interesting views above—taken from a large number, all of them notable for their artistic conception and the skilful technique which successfully carried out the photographer's idea.

1. News from Overseas. By Mr. D. Shore (ticket writing.)
2. Manitoba Winter. Also by Mr. Shore.
3. Snow Scene. By Mr. A. Savage (superintendent's office.)
4. Plum Blossom. Also by Mr. Savage.
5. Still Life. By Mr. Vernon Turner (men's furnishings.)
6. Mountain Flowers. By Mr. L. V. Salton.
7. Dance of the Willows. By Mr. A. Hewish (radios.)

THE **T. EATON** CO. LIMITED
WINNIPEG CANADA